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| **NAAN MUDHALVAN**  **DIGITAL MARKETING**  **Participants:**   1. Surya M ( au913120104101) 2. Abishek kumar M S (au913120104004) 3. Siva Kumar R (au913120104307) 4. Srekaravarshan N K (au913120104094) |

**PROJECT – 9**

**Instagram Reel**

**Create an Instagram reel for your business brand and promote it attract a minimum of 100 Likes**

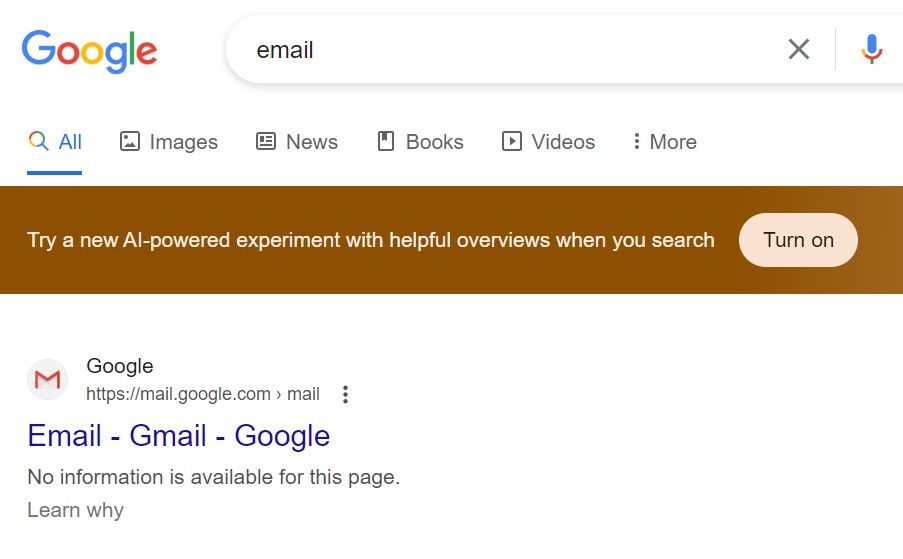
**Aim:**

To create an Instagram reel for our business brand and promote it attract a minimum of 100 likes.

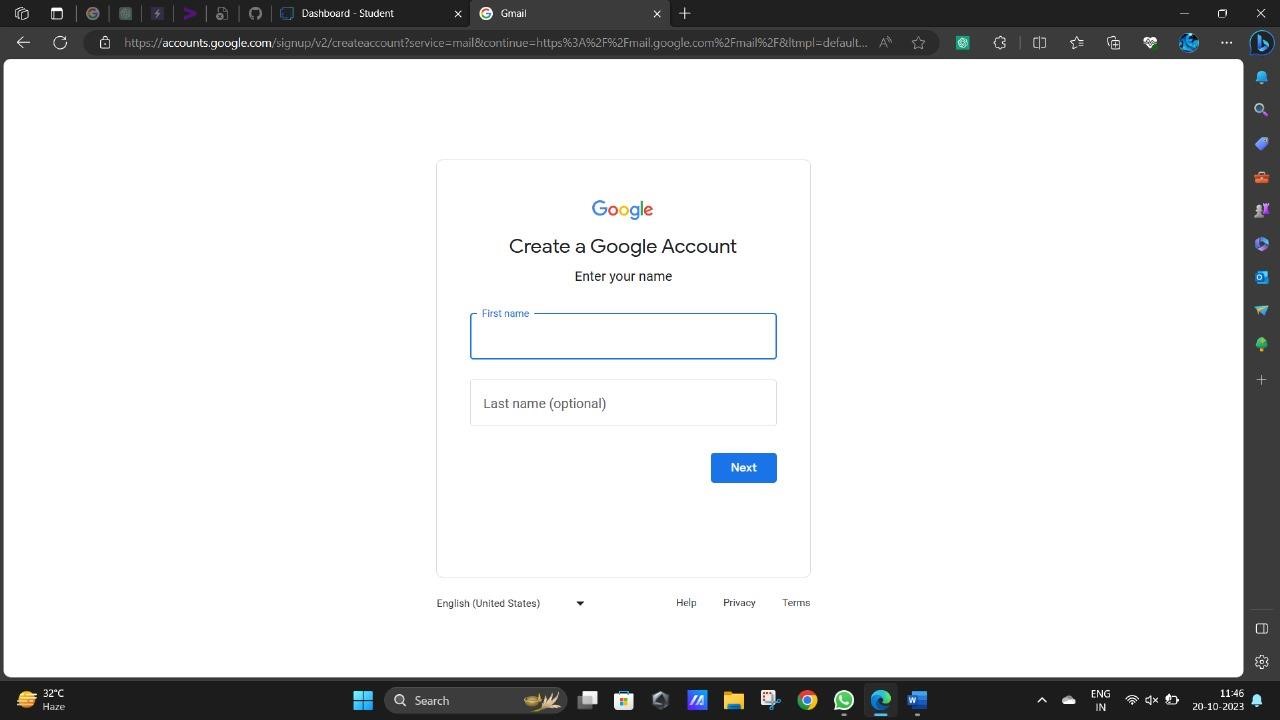
**Procedure:**

**Industry Selection:**

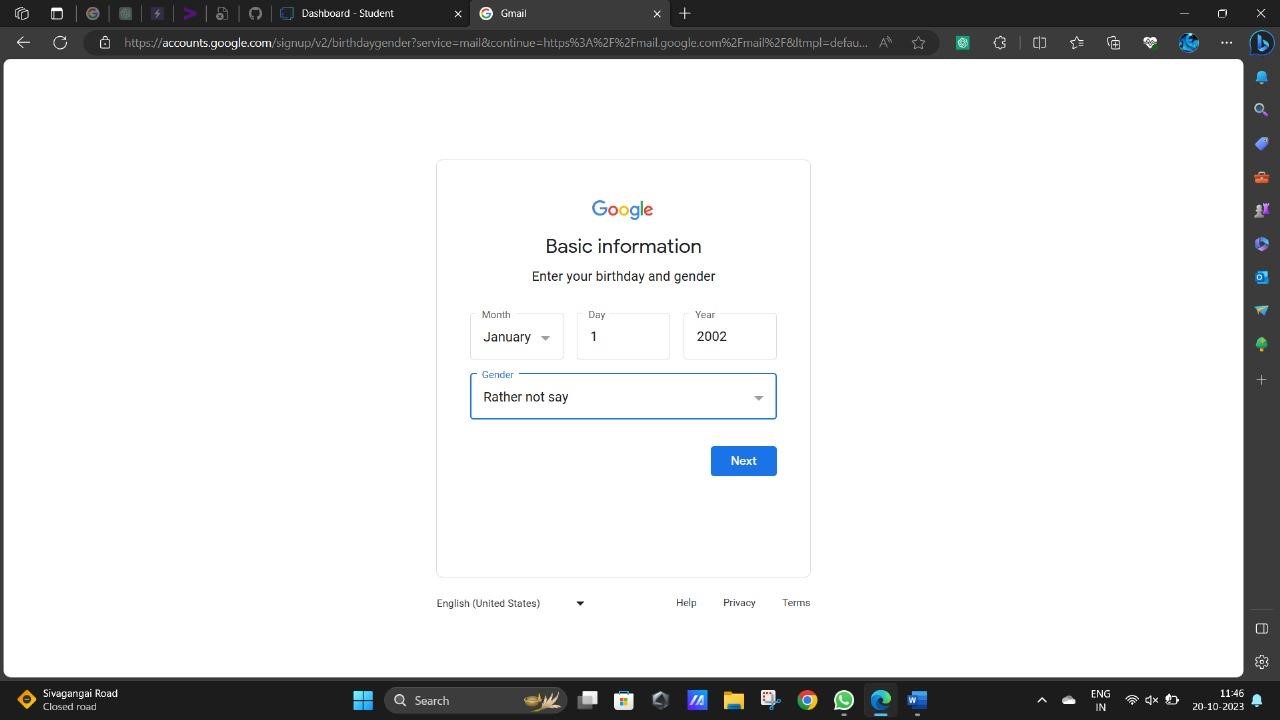
* Research and identify the target audience and niche within the industry. Consider factors like gender, age group, sports focus, or unique selling points.
* Choose a brand name that resonates with your niche, is easy to remember, and has an available domain name for a future website **Creating an Email ID:**
* Select an email service provider like Gmail, Yahoo, or Outlook.
* Visit the chosen provider's website.



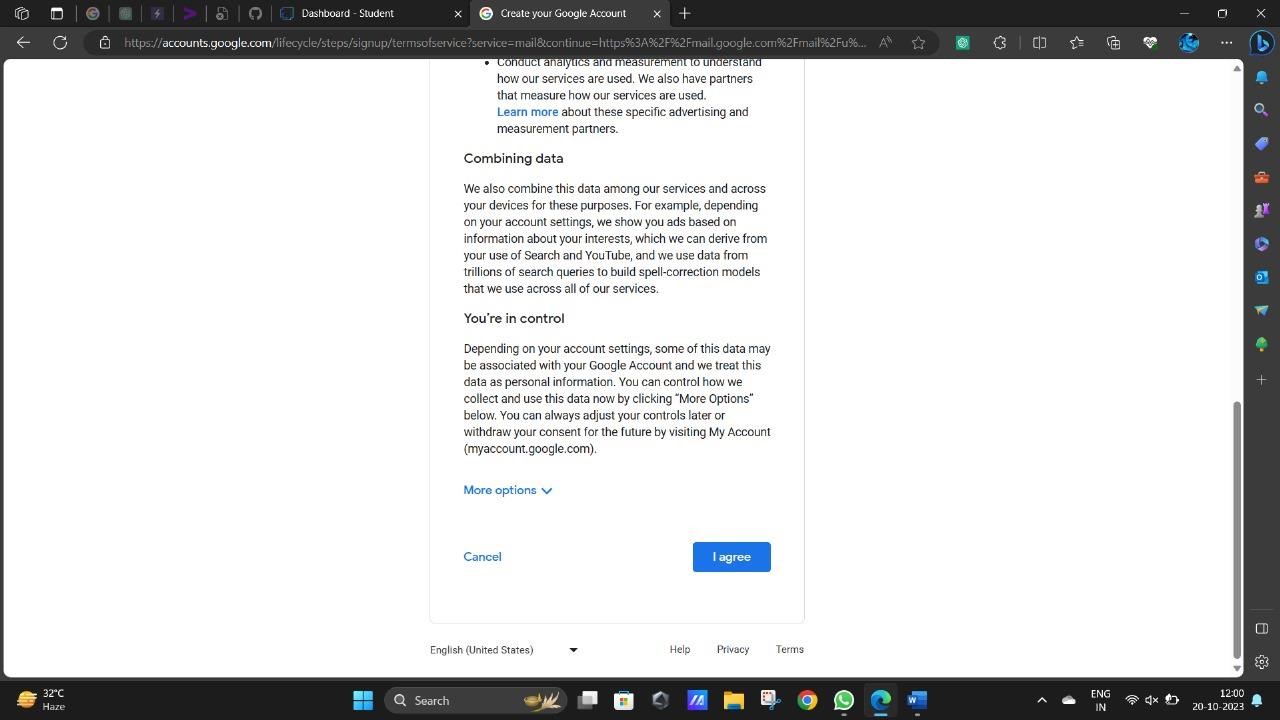
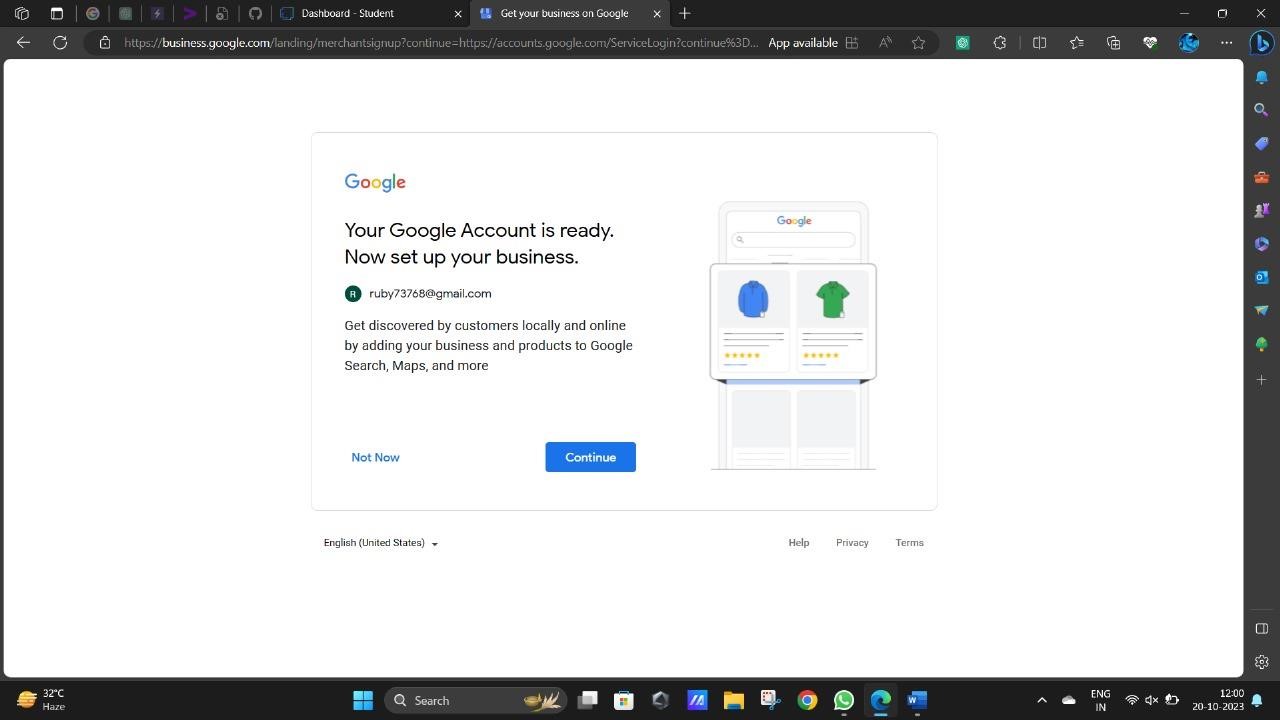
* Click on "Sign Up" or "Create Account."



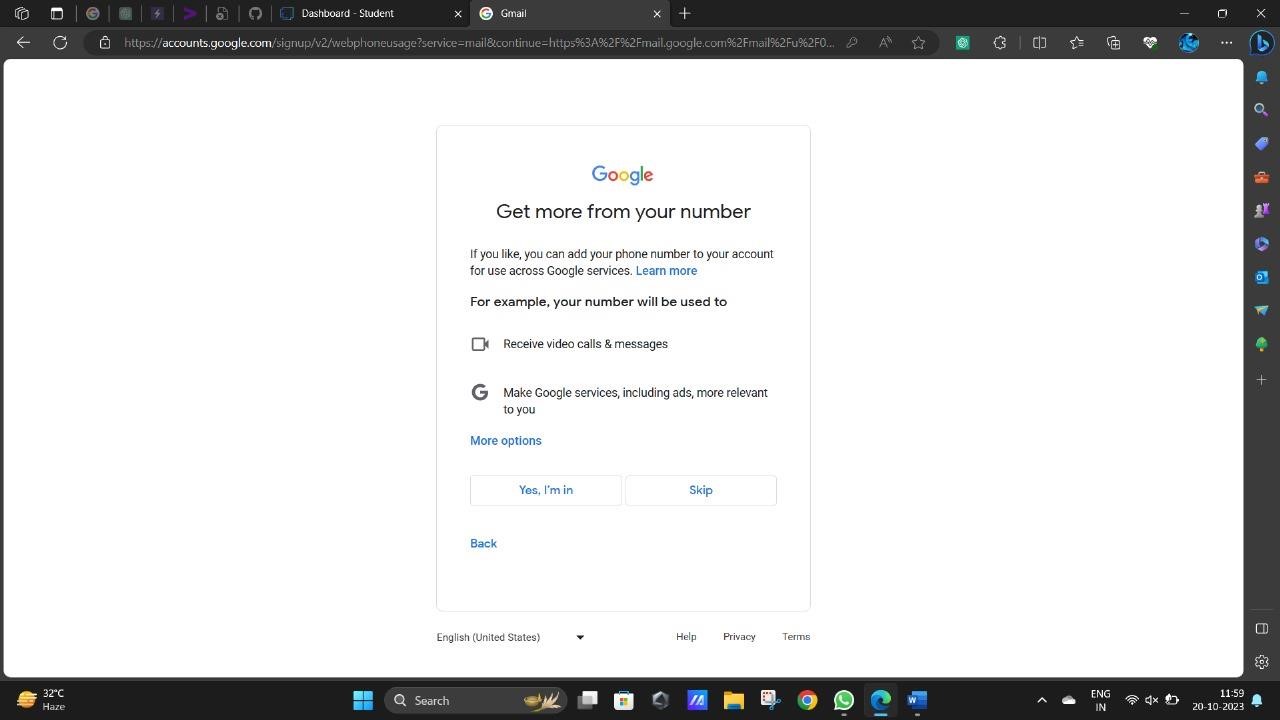
* Fill in your personal information, including your name and preferred email address.



* Set a secure password.
* Verify your identity through a verification code sent to your phone or another email address.



* Your email account is now created.



**Designing a Logo**

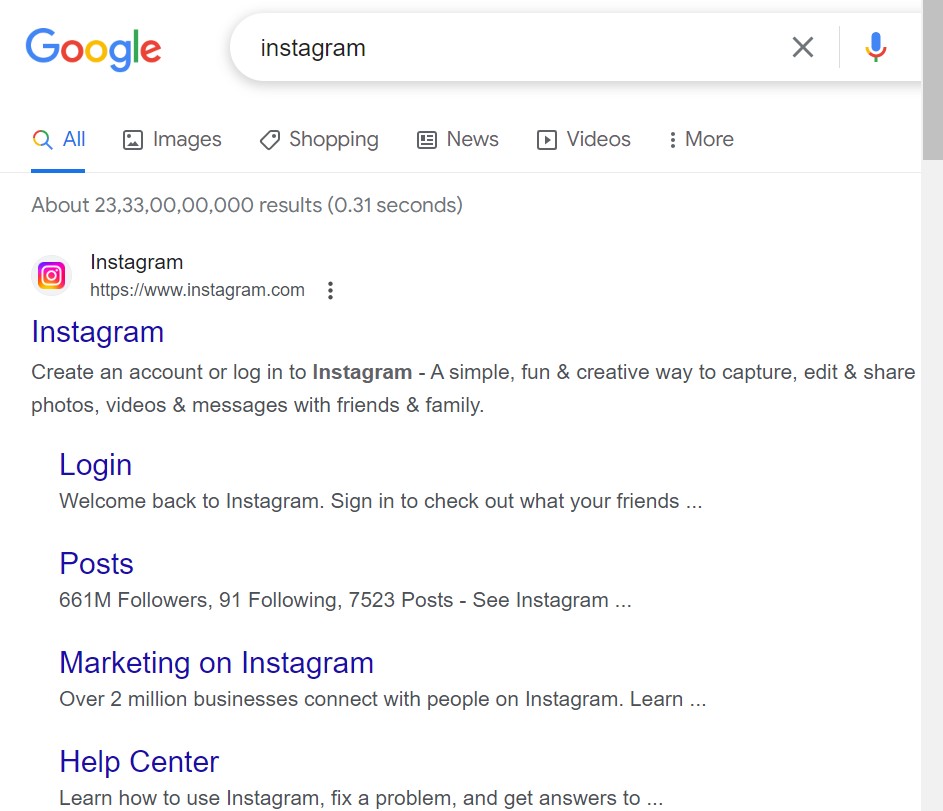
* Create a logo that reflects the brand's identity, values, and target audience.
* Choose a color palette that aligns with your brand and industry.
* Ensure the logo is versatile and looks good in various sizes and formats.

A logo for a clothing store

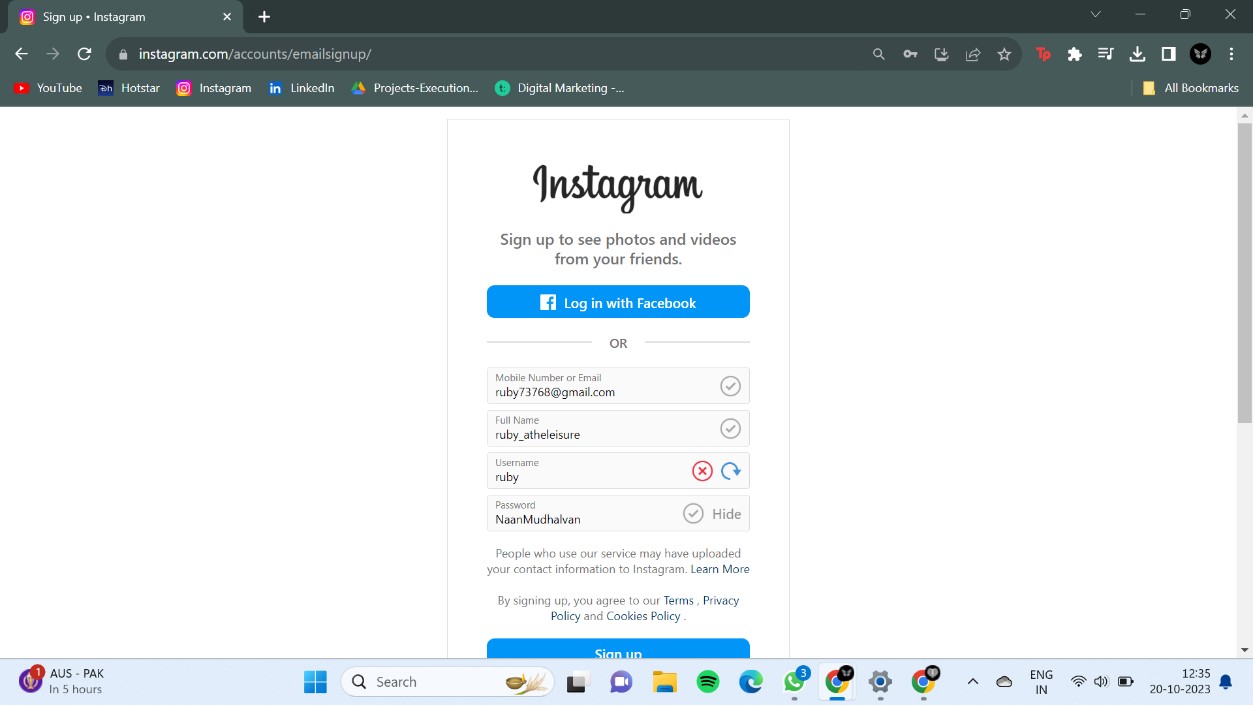
Description automatically generated

**Creating an Instagram Page** • Download the Instagram app from your smartphone's app store.

* Open the app/website.



* Sign up for a new account using your brand's name, a profile picture (use your logo), and a bio that describes your athletic wear brand.



* Make your account public.

**Designing a reel**:

* Open canva

A screenshot of a computer

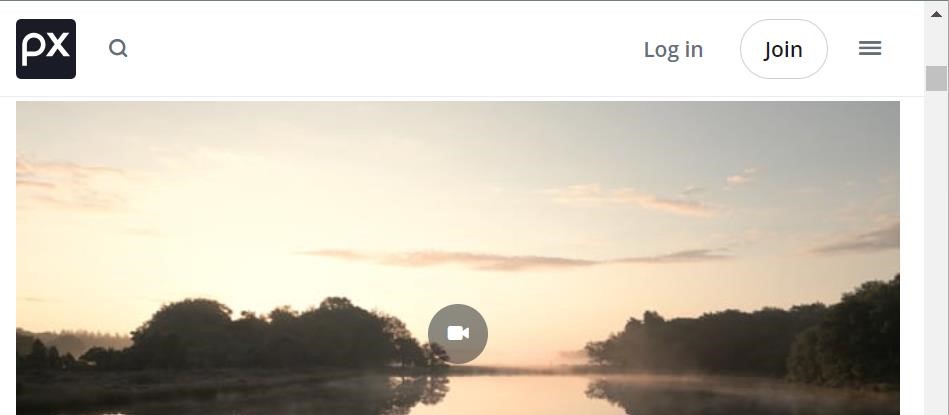
Description automatically generated

* Choose a template

A screenshot of a video chat

Description automatically generated

* Fetch stock videos



* Design a reel

A screenshot of a computer

Description automatically generated

**Uploading in Instagram:**

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated

**Result**:

* **Email Id:** [msurya1459@gmail.com](mailto:msurya1459@gmail.com)

➢ **Industry Name:** ASCUBE

* **Industry Type:** Fashion Wears
* **Instagram Id:** as3\_clothing\_store

➢ **Instagram Reel:** [AS Cube (@as3\_clothing\_store) • Instagram photos and videos](https://www.instagram.com/reel/Cy20tbLp86f/)

➢**DriveLink:** [**https://drive.google.com/drive/folders/1SUOOZUDQGXPtFN-elKhC0jJtSkk0QFB4?usp=sharing**](https://drive.google.com/drive/folders/1SUOOZUDQGXPtFN-elKhC0jJtSkk0QFB4?usp=sharing)